

What is Claimed is:

1. A method of applying a pressure sensitive adhesive to a substrate; the method comprising:
providing a substrate;
5 applying a latent, over-tackified, adhesive to the substrate; and
applying a plasticizing agent to activate the latent, over-tackified, adhesive to form a pressure sensitive adhesive.
2. The method of claim 1 wherein applying the plasticizing agent occurs
10 subsequent to applying the latent, over-tackified, adhesive.
3. The method of claim 2 wherein the plasticizing agent is applied in
selective regions to the latent, over-tackified, adhesive disposed on the
substrate.
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4. The method of claim 1 wherein the latent, over-tackified, adhesive and
the plasticizing agent are simultaneously applied to the substrate.
5. The method of claim 4 wherein the plasticizing agent is a solid.
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6. The method of claim 5 wherein heat is applied to the plasticizing agent to
cause it to activate the latent, over-tackified, adhesive to form a pressure
sensitive adhesive.
- 25 7. The method of claim 6 wherein heat is applied in selective regions to the
plasticizing agent and latent, over-tackified, adhesive disposed on the
substrate.
8. The method of claim 1 wherein the plasticizing agent is non-volatile.
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9. The method of claim 1 wherein the plasticizing agent is non-reactive.

- 25 B 10. The method of claim 1 wherein the latent, over-tackified, pressure sensitive adhesive comprises a natural rubber, synthetic rubber, styrene block copolymer, (meth)acrylic, ~~poly(alpha-olefin)~~, or silicone.
- 5 11. A method of adhering substrates together; the method comprising:
providing a first substrate;
applying a latent, over-tackified, adhesive to the first substrate;
and
applying a plasticizing agent to activate the latent, over-tackified,
10 adhesive to form a pressure sensitive adhesive; and
applying a second substrate to contact the pressure sensitive adhesive disposed on the first substrate.
- 15 12. The method of claim 11 wherein applying the plasticizing agent occurs subsequent to applying the latent, over-tackified, adhesive.
- 20 13. The method of claim 12 wherein the plasticizing agent is applied in selective regions to the latent, over-tackified, adhesive disposed on the substrate.
14. The method of claim 11 wherein the plasticizing agent is non-volatile.
15. The method of claim 11 wherein the plasticizing agent is non-reactive.
- 25 B 16. The method of claim 11 wherein the latent, over-tackified, pressure sensitive adhesive comprises a natural rubber, synthetic rubber, styrene block copolymer, (meth)acrylic, ~~poly(alpha-olefin)~~, or silicone.
- 30 17. An adhesive article prepared by the method of claim 1.
18. The adhesive article of claim 17 which is in the form of a tape.